

Passionate About Real Estate and Property Marketing? Are you someone who leverages AI to supercharge their work? **Credit Dharma** Wants You as Our Next **Creative Intern!**

What We're Looking For:

- **Position:** Creative Intern
- **Experience:** Freshers are welcome. 0-6 months of experience in creative fields and a knack for leveraging AI tools beyond just ChatGPT and Gemini (think Midjourney, HeyGen, ElevenLabs, Higgsfield, Whisk, etc.).
- Subject matter expertise in real estate and/or finance content will be given additional preference.
- Familiarity with Social Media best practices and understanding content creation philosophies is a plus.
- A bachelor's degree in English, Journalism, Marketing, or a related field is preferred.

Responsibilities:

- **AI Content Creation:** Generate high-quality, engaging video and text content using AI-powered workflows.
- **Social Media & Trends:** Create high-engagement content for our social media profiles and conduct user sentiment analysis to find trending topics.
- **Campaign Execution:** Support planning and execution of marketing campaigns across owned channels (email, messaging, in-app, and other platforms).
- **Copywriting & QA:** Draft, refine, and QA marketing copy for clarity, tone, and conversion.
- **Audience Strategy:** Assist with audience segmentation, targeting, and campaign scheduling.
- **Performance & Reporting:** Track campaign performance, summarize learnings, and maintain campaign hygiene (links, templates, and basic reporting).
- **Coordination:** Work closely with product, design, and sales teams to align messaging and timelines.

What You Bring:

- Eagerness to learn and grow in a fast-paced environment.
- Propensity to explore AI tools and AI-powered workflows.
- Ability to work collaboratively in a team setting.
- Conduct thorough research to ensure the accuracy and relevance of information.

Why Join Credit Dharma?

- Opportunity to work on real projects and make an impact.
- Mentorship from experienced professionals.
- Work closely with our founders and gain invaluable insights.

- Enjoy a friendly and inclusive workplace that encourages creativity and new ideas.

Additional Requirements:

- **Work Schedule:** Work from office (mandatory), 5 days a week.
- **Location:** HSR Layout, Near NIFT College, Bangalore.

How to Apply:

If you're excited about this opportunity, we'd love to hear from you! Please send your resume and a brief cover letter to **ayushi@creditdharma.in** & **samin@creditdharma.in** with the subject line **"Creative Intern Application – [Your Name]"**.
